#### IN THE UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

MULTI-VET LTD.,	)
Plaintiff and Counterclaim Defendant,	) ) )
v. PREMIER PET PRODUCTS, LLC,	Civil Action No. 08-cv-03251
Defendants and Counterclaim Plaintiff.	Declaration of Thanna Vickerman in Support of Premier's Motion for a Preliminary Injunction
	) ) )
	) ) )

### **DECLARATION OF THANNA VICKERMAN IN SUPPORT OF DEFENDANT'S** MOTION FOR A PRELIMINARY INJUNCTION

- I, Thanna Vickerman, do hereby state as follows:
- 1. My name is Thanna Vickerman. I work for Marksmen, a worldwide industry leader in intellectual property investigations and acquisitions. I have personal knowledge of the facts stated in this declaration.
- 2. I submit this declaration to provide fact relevant to Premier's motion to ask this Court to prohibit any further sale by Plaintiff/Counterclaim Defendant Multi-Vet, Ltd. ("Multi-Vet") of its anti-bark collar in the United States under the name GENTLE SPRAY and in Premier's GENTLE SPRAY packaging until there can be a final

adjudication of legal dispute between Premier and Multi-Vet. By the term "GENTLE SPRAY," I mean to refer to the name and word mark GENTLE SPRAY. By the term "Premier's GENTLE SPRAY packaging," I mean to refer to packaging with the golden retriever image, an arc and contrasting blue and purple colors.

- 3. At Premier's request, I instituted an independent investigation of Multi-Vet, Ltd.'s advertising sales of its anti-bark collars.
- 4. I discovered that at least as early as May 30, 2008, Multi-Vet was advertising and selling an anti-bark collar under the name GENTLE SPRAY and in Premier's GENTLE SPRAY packaging over the internet at a number of internet cites:; www.entirelypets.com; www.thehungrypuppy.com; www.dogexplorer.com; www.inovago.com; www.snrpetsupplies.com; www.healthypets.com. A true and correct copy of the healthypets.com website showing advertisement of the Multi-Vet GENTLE SPRAY product on May 23, 2008 is attached hereto as an example of the internet presence as **Exhibit A**.
- 5. I searched for "Gentle Spray" on the internet website www.amazon.com.

  The search yielded three pages of results. A true and correct copy of the search results is attached hereto as **Exhibit B**.
- 6. In viewing the search results, I observed the Premier name, the Multi-Vet name, products, Premier's GENTLE SPRAY name, Premier's GENTLE SPRAY packaging and consumer reviews for the products where the Premier and Multi-Vet product names, pictures and reviews are all confused. For example, I clicked on the search result "Premier Gentle Spray Citronella Anti-Bark Collar," and a Multi-Vet branded GENTLE SPRAY product appeared. This result also contains a customer

review from September 24, 2007. The Multi-Vet Gentle Spray product was just released in May 2008, so the customer review has confused the two products. A true and correct copy of these aspects of the search results is attached hereto as **Exhibit C**.

- 7. In the course of the investigation, I sought and successfully purchased a Multi-Vet branded GENTLE SPRAY product from our offices in the United States, which was delivered to our offices in the United States. Digital photographs of the shipping box and label were made for Marksmen's files. The container was then opened to confirm the integrity of my order. The contents of the package consisted of the Multi-Vet branded GENTLE SPRAY product, a receipt and two product flyers. Digital photographs of the product and a copy of the invoice were made for Marksmen's files. A true and correct copy of the digital photographs taken of the Multi-Vet branded GENTLE SPRAY product is attached hereto as **Exhibit D**.
- 8. At Marksmen, we earn a customary fee for our investigatory services, which in this case is unlikely to exceed \$2000.
  - 9. If called upon, I am able to testify to the matters stated herein.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

1 June 2008 Date



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- Frontline Top Spot For Cats
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- Frontline PLUS for Cats
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- · Program Flea Control for Cats
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## Multivet Gentle Spray Citronella Anti-Bark Co



Item #: **PREMIERGSC** 

Item Rating: Rate this item

Regular Price: \$85.99

Sale Price: \$49.99

1 **Enter Quantity:** 







**Description Customer Reviews** 

Shipping Info.  $\blacksquare \ SHIPS$  GROUND. Please allow 4 to 7 days for yo 💇 arrive.

Immediately and humanely stop problem barking. This bark collar breed of dog that is at least 6 months old and weighs 6 lbs. or more.

The Multivet Gentle Spray citronella Anti-Bark Collar is the most  $\epsilon$ humane solution for nuisance barking. Stop the problem barking! R leading veterinarians, behaviorists, and trainers. Gentle Spray uses 1 technology to deliver a harmless burst of citronella spray that interr barking. It's two times more effective than shock collars. The spr the dog's senses - he sees it, hears it, smells it and feels it.

**Includes:** 

Exhibit A

- anti-bark device (weighs 2.5 oz)
- citronella refill
- adjustable nylon collar
- 6-volt battery
- detailed instructions and lifetime warranty.

#### **Customer Testimonial**

We got one of these for our barker because a behaviorist advised us you can't argue barker when s/he's doing it. It works great and the dog smells terrific. Seriously, we we know he will be in one of those situations where he is likely to bark, such as stran or a visit to a dog-friendly beach. The darn things are super-expensive, BUT **A**) they collar and **B**) they never fail, unlike dog whistles which are only useful on some dogs. while your dog is sitting on your lap wearing the collar, or you will get a dose, too.

E.Z.

Save even more, buy the value pack

## **Customers Who Bought This Item Also Bought**



Multivet Spray Commander Remote Trainer

Price: \$175.99

Sale Price: \$116.99

Premier Gentle Leader Calming Cap

Price: \$19.95

Sale Price: \$15.99

NEW! Aids

Price: \$

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Gentle Spray"

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#### **Shipping Option**

#### **Any Shipping Option**

Can be shipped within one business day from Amazon.com

#### Amazon.com



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#### ""Gentle Spray""

Showing Top Results

« Previous | Page: 1 2 3 | Next »

1.



Gentle Spray Citronella Refill 2 Pack by Premier

Buy new: **\$14.60** 2 Used & new from \$14.60 In stock. Processing takes an additional 2 to 3 days.

**含含含含含 (1)** 

Home & Garden: See all 24 items

2.

#### Premier Gentle Spray Anti-Bark Dog Collar by Premier (Jul 11, 2006)

Buy new: \$99.99 **\$32.89** 10 Used & new from \$32.89

In Stock

(203)

Home & Garden: See all 24 items

3.

#### Gentle Spray Refill - 3 Pack by Premier

Buy new: \$26.97 \$21.39 2 Used & new from \$21.39

In Stock (3)

Home & Garden: See all 24 items

#### Gentle Spray Replacement Battery 2-Pack by Premier

Buy new: **\$5.69** 3 Used & new from \$5.69

In Stock

Home & Garden: See all 24 items



#### Gentle Spray Value Pack by Premier

Buy new: **\$65.93** 

In stock. Processing takes an additional 2 to 3 days.

**Everything Else:** See all items

6.

4.



# PREMIER PET PRODUCTS GSBAT6VCLIPSTRIP GENTLE SPRAY BATTERY CLIP STRIP OF 6 RETAIL by Premier

Buy new: **\$9.98** 3 Used & new from \$9.98

In Stock

**Electronics:** See all 2 items

7.



#### PREMIER PET PRODUCTS GSVIRFENCE GENTLE SPRAY VIRTUAL FENCE by Premier

1 Used & new from \$159.99
Office Products: See all items

- Marine

8.



Premier Batteries for Gentle Spray products 6 volt 2 per pack by Premier (Jul 11, 2006)

Buy new: \$9.98 \$6.79 4 Used & new from \$6.79

In Stock





Home & Garden: See all 24 items

9.

Amazon.com: "Gentle Gase 1:08-cv-03251-LMM

#### Premier Gentle Spray Anti-Bark Collar STARTER KIT by Premier Pet Products



Buy new: \$145.99 \$59.93

In stock. Processing takes an additional 2 to 3 days.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*(7)

Home & Garden: See all 24 items

10.



**Help! I'm Barking and I Can't Be Quiet: A pet parenting guide** by Daniel Q. Estep and Suzanne Hetts (**Paperback** - Sep 30, 2004)

Buy new: **\$19.95** 2 Used & new from \$9.99

Get it by Tuesday, Jun 10 if you order in the next 3 hours and choose one-day shipping.

(1) Eligible for **FREE** Super Saver Shipping.

**Excerpt -** page 49: "... of anti-bark collar is warranted, we usually recommend The Premier **Gentle Spray** Collar®. It is available at www.AnimalBehaviorAssociates. ..."

Surprise me! See a random page in this book.

Books: See all 354 items

11.



#### **Gentle Spray Citronella Refill** by Premier

Buy new: **\$7.02** 4 Used & new from \$7.00 In stock. Processing takes an additional 2 to 3 days.

Home & Garden: See all 24 items

12.



PREMIER GENTLE SPRAY CITRONELLA ANTI-BARK COLLAR by Premier

Buy new: **\$36.99** 4 Used & new from \$36.99

In Stock (2)

Home & Garden: See all 24 items

13.



Premier Gentle Spray Bark Control Citronella Refill by Premier Pet

Buy new: **\$7.63** 3 Used & new from \$7.63

In Stock

Home & Garden: See all 24 items

14.



The Vegetable Gardener's Bible: Discover Ed's High-Yield W-O-R-D System for All North American Gardening Regions by Edward C. Smith

(Paperback - Feb 15, 2000)

Buy new: \$24.95 \$16.47 44 Used & new from \$14.95

Get it by  ${\it Tuesday}$ ,  ${\it Jun~10}$  if you order in the next  ${\it 3~hours}$  and choose one-day shipping.

\*\*\*\*\*\* (48) Eligible for **FREE** Super Saver Shipping.

**Excerpt -** page 95: "... Y-shaped, **gentle spray** that's easy on the plants and the soil while covering

Surprise me! See a random page in this book.

Books: See all 354 items

15.



2 Premier Gentle Spray Citronella Anti Bark Refill NEW by Premier Pet Products

1 Used & new from \$18.99

Home & Garden: See all 24 items

16.



**GENTLE SPRAY BATTERY CLIP STRIP OF 6 RETAIL GSBAT6VCLIPSTRIP** by PREMIER PET PRODUCTS

Currently unavailable

Health & Personal Care: See all 5 items

Showing Top Results

« Previous | Page: 1 2 3 | Next »

#### SPONSORED LINKS (What's this?)

#### Citronella Collar \$49.44

www.countrysidepet.net Free Shipping Top of the line with off/on switch

#### **Gentle Spray** Sale

EntirelyPets.com Get **Gentle Spray** up to 50% Off! Ships Today. Call 1-800-889-8967.

#### Premier Pet Products

www.Litterboy.com Gentle Spray Collar, SpraySense Easy Walk Harness, Busy Buddy Toys

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Home & Garden

See larger image your own customer images PREMIER GENTLE SPRAY CITRONELLA ANTI-**BARK COLLAR** 

Other products by **Premier** 

**★★★** (2 customer reviews)

Price: \$36.99

Special Offers Available

In Stock.

Buy Together Today: \$44.62

Ships from and sold by **Happy** Dog Place

4 used & new available from \$36.99



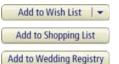
Sign in to turn on 1-Click ordering.



**Litterboy Pet** Add to Cart **Products \$38.93** + \$6.37 shipping In Stock Shopzone Add to Cart \$42.00 + \$13.00 shipping In Stock **EntirelyPets** Add to Cart **\$49.59** + \$5.95 shipping In Stock

4 used & new from \$36.99 Get it for less! Order it used

Have one to sell? Sell yours here



#### **Customers Who Bought This Item Also Bought**

Buy this item with Premier Gentle Spray Bark Control Citronella



Refill Premier Pet today!

**Better Together** 

Premier Gentle Spray Anti-Bark Dog Collar (203) \$32.89



Add both to Cart

Premier Batteries for Gentle Spray products 6 volt 2 per pack

(3) \$6.79



Petsafe 6-Volt Lithium Battery, Set of 2 **\*\*\*** (38) \$7.55

Gentle Spray Replacement Battery 2-Pack \*\*\*\* (2) \$5.69



Premier Gentle Spray Bark Control Citronella Refill \*\*\*\*\* (2) \$7.63

#### **Product Features**

- NEW MODEL WITH CONVENIENT ON/OFF SWITCH!
- Anti-Bark Device (weighs approximately 2.5 oz. and can be worn by dogs 6 lbs. and over)
- · Adjustable Nylon Collar
- One 6-Volt Alkaline Battery
- · Detailed Instructions

#### Special Offers and Product Promotions

• Receive 1 Bag Dispenser with Refill free when you purchase \$75.00 or more of Qualifying Items offered by Happy Dog Place. Here's how (restrictions apply)

#### **Product Details**

Shipping Weight: 2 pounds (View shipping rates and policies)

**ASIN:** B000QC470Q

Average Customer Review: ★★★★ 

(2 customer reviews)

Amazon.com Sales Rank: #47,632 in Home & Garden (See Bestsellers in Home & Garden)

Popular in this category: (What's this?)

Exhibit C

#34 in Home & Garden > Pet Supplies > Training & Behavior Aids > Barking Deterrents

Would you like to give feedback on images?

#### **Product Description**

#### **Product Description**

Immediately and humanely stop problem barking. This bark collar can be used with any breed of dog that is at least 6 months old and weighs 6 lbs. or more. The Gentle Spray citronella Anti-Bark Collar is the most effective and humane solution for nuisance barking. Stop the problem barking! Recommended by leading veterinarians, behaviorists, and trainers. Gentle Spray uses patented SprayLogik technology to deliver a harmless burst of citronella spray that interrupts your dog's barking. It's two times more effective than shock collars. The spray works on four of the dog's senses - he sees it, hears it, smells it and feels it. Includes: anti-bark device (weighs 2.5 oz) citronella refill adjustable nylon collar 6-volt battery detailed instructions and lifetime warranty

#### Customers Viewing This Page May Be Interested in These Sponsored Links (What's this?)

#### Spray Bark Control Collar

PETSUPPLYTOGO.COM PSBC-300 by PetSafe \$35.28 Proven anti bark system

#### Citronella Collar \$49.44

www.countrysidepet.net Free Shipping Top of the line with off/on switch

#### Bark Collar - Low Price

BarkCollars.PetStreetMall.com Lowest Prices - Largest Selection Top Rated Bark Collar Web Site

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#### Looking for "gentle spray" Products?

Other customers suggested these items:



Petsafe PUSB-300 UltraLight Sonic Bark Collar Attachment

(12) \$33.58 Suggested by 1 customer



Premier Gentle Spray Anti-Bark Dog Collar

\$32.89 Suggested by 1 customer

# Tags Customers Associate with This Product (What's this?)

Click on a tag to find related items,

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 anti-bark collar (2)
 dog training (2)
 dogs (1)

 anti-barking collars (2)
 anti-bark (1)
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**Customers Who Viewed This Item Also Viewed** 

Page 1 of 4



Bark Collar STARTER KIT \$71.99



Collar \$38.99



2.40Z (2) \$41.25



(11) \$45.96



Collar Anti-Bark Citroella Md Gentle Leader SpraySense Citronella Spray Anti-Bark Collar \$32.88



Premier Gentle Spray Anti-Bark Collar STARTER KIT (7) \$59.93

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#### 2 Reviews

5 Star:	(0
4 star:	(0)
3 star:	(2)
2 star:	(0)
1 star:	(0)

**Average Customer Review** 

(2 customer reviews)

Share your thoughts with other customers: Create your own review

#### **Most Helpful Customer Reviews**

2 of 2 people found the following review helpful:

phin Don't forget replacement batteries..., March 3, 2008

By J. Molley (Seattle, WA) - See all my reviews

This item is great until the batteries die. They are extremely hard to find as they are weird camera battery size. Buy the refill too. The device is ok, but make sure you put it on the right way - read the directions carefully.

Comment | Permalink | Was this review helpful to you? Yes No (Report this)

2 of 2 people found the following review helpful: spray, September 24, 2007

By <u>Catherine Chaney</u> <u>▼</u> - <u>See all my reviews</u>

Am finally getting the hang of the collar. Had to have it very tight because my dog has saggy skin and wasn't effective. Would have like the instructions to include something about that.

Comment | Permalink | Was this review helpful to you? Yes No (Report this)

Share your thoughts with other customers:

Create your own review

REAL NAME"

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#### Customer Discussions Beta (What's this?)

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This product's forum (0 discussions)

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#### The Dogs community







Latest activity 39 minutes ago

3,436 customers have contributed 2,666 products, 38 discussions and more...

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nti-bark collar	•	G
		76



Disney Movies From 2003-2007: A list by Cameron "Cam" 

▼



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Don't get stuck in a rut.: A guide by L. <u>Perlman</u> <u></u>

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